When Doors Close To-morrow Night Manufacturers Will Go Back to Trenches of Production and Build

tructure, which will cost \$300, chanical features of the motor car received practically all the attention of the purely men leased by C. T. Silver, the automobile manufacturers, re Overland and Peerless dissures soon as they as a model sample.

ical perfection.
Also, the idea of doing without his

as a model service station for automobile which would even great and omers.

Somers. Some of the service it immediately became such an important factor in the same office at Toledo. demanded just as much in the way of future it will be handled on comfort and convenience as in mechan-

hirteen zones, the zone managers all
hirteen zones, the zone managers all
hirteen zones, the zone managers all
hirteen zone headquarters cities, which
cill provide the names for the zones,
mod the respective zone managers are: first to make an automobile body which
loston. W. B. Sawyer; New York, E. M.
Jied; Philadelphia, A. W. Barber; AtJied; Philadelphia, A. W. Barber Philadelphia, A. W. Barber, AtE. N. Culver; Toledo, K. R. JaKansas City, E. G. Hosler; St.
J. F. Toole; Chicago, C. E. Wagdinneapolis-St. Paul, F. N. Coats;
a. C. H. Tyler; Dallas, W. D.
Denver, George A. Clark; Pacific
B. J. MacMullen.

It is any furnished as regular equipment on the care made by the Chand-

Coast, B. J. MacMullen.

Besides zone offices, which, starting
January 1, are being operated in thirteen different cietes, the company will open and maintain some direct factory branches.

departure from the past selling

nearly 300 strong, dined at the Biltmare.

In a way it was a jubilee of the year's business for the Hupmobile. This concern which was started in 1909 is to-day one of the ranking automobile companies. The original company, capitalized at \$25,000 in 1909, has grown into the present corporation of \$8,000,000.

The original output has now been increased to 20,000 carts, which is the factory capacity, and although dealers at the show have demanded larger at the

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By HANK CALDWELL.

The sixteenth national automobile show will close to-morrow night at the Grand Central Palace, with a record of paid attendance exceeding 800.000.

This broads all records for automobile shows, without counting the factory foundation of the window o

Midgley

Vitalic



Here's a Suggestion -and an Alternative

IF YOU HAVE EXPERIENCED-as so many others tell us they have-difficulty in getting close enough to the Reo chassis and cars at the Automobile Show, to inspect the various details as closely as you would like; or to get the attention from our attendants that you require, and that we Reo Folk would like to give you;

WE WOULD SUGGEST one of two plans: FIRST: THE SHOW OPENS AT TEN o'clock in

the morning. Most people do not seem to know that. They seem to think it is entirely an after noon and evening affair. THE MORNING IS THE IDEAL TIME to visit the

show if you would examine and compare the various makes of cars, their details of construction, finish, etc., at your leisure, and receive the undivided attention of at least one attendant at the Reo BESIDES, IT IS THE MOST INTERESTING

period in the day. You'll see more, hear more, learn more than at any other time in the day because more interesting things happen.

THAT IS WHEN THE KNOWING ONES COME -dealers from out of town, and others who are not satisfied with a merely superficial scrutiny or the information they can get from the various "demonstrators" who must, in the very nature of things, talk to crowds rather than individuals.

IF YOU HAVE NEVER BEEN PRESENT at the morning session of an automobile show it will be a revelation to you. You'll feel as one who gets a peep behind the scenes at a play.

THE GREAT ACTORS about whom you have only heard, or perhaps seen at a distance, come and go and mingle with the rest.

AT THE MORNING SESSION of the Automobile Show you will see the men who have made this great industry, going about from booth to booth, exchanging friendly greetings, comparing notes and getting ideas.

IT IS A LIBERAL EDUCATION to watch these men and to listen to their conversation as they stop at the various booths and examine various new models.

OBSERVE THEM AS THEY PAUSE at the Rec booth—the big manufacturers and the world famous engineers; note the length of their stay and the complimentary things they say of Reo design and construction and finish.

WITH PENCIL AND PAD in hand you'll see engineers pause and sketch some admirable detailof clutch or control or circulation system, starter or some other feature that the Reo engineers have simplified or done just a liftle better.

AS AN ALTERNATIVE-in case you really can't afford to devote a morning to the show, and still want to study the fine points of Reo cars free from the jostling crowds of curiosity seekers-:

WE INVITE YOU TO CALL at any of the three Reo branches, addresses of which are given below, where we can give you the best attention and the fullest information to enable you to decide that important matter, the purchase of an automobile.

WHICHEVER YOU DO, we must remind you again, if you would have your Reo when you'll want it your order should be in our hands at the earliest possible moment.

BUT ABOVE ALL we urge you to take advantage of the opportunity to compare the new Reo models with all the other cars in the Palace Show, and to examine into details just as minutely as you can.

THE DEEPER YOU GO INTO IT the more you'll be impressed with the matchless values represented by the New Reo the Fifth, the "Incomparable Four", at \$875, and the beautiful New Sevenpassenger Reo Six at \$1250.

Reo Motor Car Company of New York, Incorporated







Batavia

Braender

Marathon